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fashion calendar

44 WEST FIFTY-SECOND STREET • NEW YORK 19 • ELDORADO 5-3693

RUTH FINLEY, EDITOR

FRANCES HUGHES, ASSOCIATE EDITOR

1951

january

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FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

DATE	WHAT'S GOING ON	GIVEN BY	WHERE

WEEK BEGINNING MONDAY, MAY 14, 1951

Monday May 14	PRESS PREVIEW OF FALL COLLECTION	CHRISTIAN DIOR-NEW YORK, INC.	730 SEVENTH AVENUE SALON-7TH FLOOR

10:30 A.M. Press showing of the Christian Dior-New York 1951 Fall and Winter collection at 10:30 A.M. Presentation to the trade at 2:30 P.M. By invitation.

Monday May 14	FASHION SHOW AT RACE TRACK OPENING	HATTIE CARNEGIE & BELMONT RACE TRACK	BELMONT CLUB HOUSE BELMONT PARK, L. I.

12:30 P.M. Luncheon Hattie Carnegie will present her Blue Room and Ready-To-Wear fashions at informal showings on the opening day of the Belmont Race Track's season. There will also be a special tribute to Paris in honor of the city's 2000th Anniversary. Showings at 12:30 P.M.; 1:50 P.M.; and 3:20 P.M. Press by invitation. Hattie Carnegie Publicity: Eleanor Lambert, MU.8-2130. Belmont Publicity: Charlotte Byrum, News Contacts, CO. 5-3166.

Monday May 14	SHOWING OF FASHION DESIGNS BY STUDENTS	PARSONS SCHOOL OF DESIGN (136 EAST 57TH STREET)	HOTEL ASTOR BALLROOM

4:00 P.M.; 9:00 P.M. Annual fashion show by students in the Department of Costume Design and Construction of Parsons School of Design (a non-profit institution of higher education). Admission (tax included): $1.20, afternoon; $2.40 evening. Contact: Elizabeth Wenig, PL. 8-2943.

Monday May 14	SPECIAL PRESS PREVIEW OF FALL COLLECTION	JANE DERBY	785 FIFTH AVENUE SHOWROOM-5TH FLOOR

4:30 P.M. The press will be invited to a special preview of Jane Derby's Fall 1951 collection. By invitation only. Publicity: Eleanor Lambert, MU. 8-2130.

Beginning Monday May 14-May 18	INFORMAL SHOWINGS OF FALL WOOLEN FASHIONS	SOMERSVILLE WOOLENS (J.J. O'DONNELL & CO.)	450 SEVENTH AVENUE SHOWROOM

J.J. O'Donnell & Co., distributors, will present new Fall coats made of Somersville woolens. Contact: Lynne Lawton, MU. 7-0621.

Beginning Monday May 14	OPENING OF NEW SUIT LINE	DAVID CRYSTAL, INC.	498 SEVENTH AVENUE SHOWROOM-23RD FLOOR

David Crystal will present Lady Northweave fully-lined rayon suits for Fall and Winter in Repel-O-Tized rayon--rain, spot and crease resistant. Publicity: Terry Mayer, BR. 9-6560.

Beginning Monday May 14	OPENING OF FALL JEWELRY COLLECTION	SPERRY MANUFACTURING CO. (PROVIDENCE, R. I.)	366 FIFTH AVENUE SHOWROOM-9TH FLOOR

Special preview of Fall jewelry line by Sperry Manufacturing Company will be shown for 10 days only, beginning Monday, May 14. Contact: Terry Milburn, MU. 2-4986.

May 14 SECOND ANNUAL IRISH LINEN WEEK. Publicity: Eleanor Rowlands, LE. 2-9292.

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DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday May 15- May 16 9:00 A.M. Breakfast	FALL COLLECTION OF COORDINATED SEPARATES	NELLY DE GRAB CO.	533 SEVENTH AVENUE SHOWROOM-11TH FLOOR
	The press and trade will be invited to a breakfast showing of Nelly de Grab's collection of Fall Coordinated Separates. By invitation only. Contact: Sidney Dee Bloeme, JU. 6-4490.		
Tuesday May 15 11:00 A.M. Buffet	PREVIEW OF BRIDAL HEADDRESSES & HATS	EDWARD E. BERGER, INC. (218 WEST 40TH STREET)	530 SEVENTH AVENUE V. MAXWELL'S SHOWROOM
	"Abstract Art In Bridal Fashions"--Edward E. Berger will present head-dresses and hats for the bridal party, designed by Fran Whitney. Show will be followed by buffet luncheon. By invitation only. Publicity: Maud G. Moody, LE. 2-4049.		
Tuesday May 15 12:30 P.M. Luncheon	PRESS & TRADE PREVIEW: FALL LINGERIE COLLECTION	M. C. SCHRANK CO.	HOTEL PIERRE COTILLION ROOM
	The press and trade will be invited to a luncheon and presentation of Schrank's Fall collection of lingerie, including pajamas, slips and gowns. By invitation only. Publicity: Arline Terry, Max Rogel and Associates, DI. 4-8575 or Mitchell 3-8737.		
Tuesday May 15 2:30 P.M. Cocktails	PREVIEW OF AUTUMN FUR FASHIONS	HOLLANDER FURS	163 WEST 29TH STREET 3RD FLOOR-COLOR ROOM
	A cross section of fur fashions, selected from the Autumn collections of the entire fur market, including Persian Lamb, Muskrat, Raccoon, Otter, and a special collection of Hollander Seal. (Note Change of Date). By invitation only. Fashion Director and Publicity: Rosemary Sheehan, CI.7-8060.		
Tuesday May 15 4:00 P.M. Cocktails	PREVIEW: BETTY BARCLAY FASHIONS FOR FALL	LINSK OF PHILADELPHIA AND CALIFORNIA, INC.	HOTEL AMBASSADOR TRIANON ROOM
	Presentation of Fall collection of Betty Barclay dresses for juniors, by Linsk of Philadelphia and California. By invitation only. Publicity: Edgar Herz, Williams Advertising Agency, MU. 6-3055.		
May 15	ANNUAL TOILET GOODS CONVENTION (May 15-May 17). Contact: CO. 5-5443.		
Wednesday May 16 9:30 A.M. Breakfast; 3:30 P.M. Cocktails	PREVIEW OF FASHIONS BY ELIZABETH PHELPS	PERRY MANUFACTURING CO. (525 SEVENTH AVENUE)	RUSSELL HOTEL-BLUE RM., PARK AVE. & 37TH
	The press will be invited to a breakfast preview of "Deep Country Clothes", a collection of casual fashions designed by Elizabeth Phelps. At 3:30 P.M., there will be a cocktail preview for the trade. By invitation only. Contact: LE. 2-4317.		
Wednesday May 16 10:30 A.M.	FALL SUITS AND NEW COAT COLLECTION	HANDMACHER-VOGEL, INC.	533 SEVENTH AVENUE SHOWROOM
	Press showing of Fall collections of Handmacher wool suits, Weathervanes, and Suitmakers. Also, introduction of new Handmacher coats, designed by Jane Derby. By invitation only. Trade showings on Monday, May 14 and May 21 at 2:30 P.M.; Wednesday, May 23 at 10:30 A.M.; Monday, May 28 and June 4 at 2:30 P.M.; Wednesday, June 6 at 10:30 A.M. Publicity: Bella Crawford, LO. 4-7832.		
Wednesday May 16 12:30 P.M. Luncheon	SHOWING OF SUMMER SHEERS AT LUNCHEON	RUSSEKS FIFTH AVENUE	WALDORF-ASTORIA SERT ROOM
	"White With ?"--presentation of sheers for Summer by Russeks. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Russeks Publ.: Miriam Lenzen, WI. 7-1900. Waldorf Fashion Publ.: Madeleine Riordan, EL. 5-3000.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Wednesday May 16 12:30 P.M.	CHARITY LUNCHEON AND FASHION SHOW	WOMEN'S LEAGUE OF TRANQUILLITY, INC.	WALDORF-ASTORIA WEDGWOOD ROOM
	"Flowers To You"--annual May luncheon and fashion show, will feature a Summer collection by Harvey Berin and furs by B. Weinstein. Commentator: Ann Loweth. Tickets: $25.00; contact: Mrs. Joseph Jessel, TR. 7-8126; or Mrs. Robert Renie, EL. 5-2670.		
Wednesday May 16 5:00 P.M.-7:00 P.M. Cocktails	PRESS PREVIEW: GOLD EYE GLASS FRAMES	BAY STATE OPTICAL CO.	ST. REGIS HOTEL PENTHOUSE
	"The Heiress"--new gold eye glass frame by the Bay State Optical Co., will be introduced to the press at a cocktail party. By invitation only. Publicity: David Quinlan, CI. 7-8060.		
Thursday May 17 9:30 A.M. Breakfast	PREVIEW OF FALL SPORTSWEAR COLLECTION	del MAR (498 SEVENTH AVENUE)	TAVERN-ON-THE-GREEN 67TH & CENTRAL PK.W.
	Preview of the del Mar collection for Fall. Show at 10:00 A.M. By invitation only. Publicity: Ruth Hammer Associates, EL. 5-7108.		
Thursday May 17 11:00 A.M.	PRESS SHOWING OF SUMMER PLAYCLOTHES	HEARN'S FIFTH AVENUE (74 FIFTH AVENUE)	2ND FLOOR EXECUTIVE OFFICES
	Hearn's will invite the press to a preview of beachwear and playclothes for the budget-minded, from the "Sun and Fun" Shop. By invitation only. Fashion show will be repeated for the public, on Thursday, May 24 at 12:00 Noon and 6:00 P.M. Publicity: Lillian Suchanek, OR. 5-5000.		
Thursday May 17 12:00 Noon Cocktails; Luncheon	PRESS LUNCHEON TO INTRODUCE NEW PRODUCT	THE TONI COMPANY (CHICAGO, ILLINOIS)	HOTEL AMBASSADOR PARK AVE. & 51ST ST.
	The Toni Company will introduce a new product to the press at a cocktail party and luncheon. By invitation only. Publicity: Eileene Oberling, The Toni Company, 456 Merchandise Mart, Chicago. Tel.: Whitehall 4-1800.		
Thursday May 17 12:15 P.M. Luncheon	HOME FURNISHINGS DIVISION LUNCHEON	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL BILTMORE BALLROOM
	"We Know What We Want! Do You?" A consumer panel of three will tell the experts what customers do and do not like about home furnishings--and advertising and editorial presentation today. Summation by Nadine E. Miller, director of press and public relations, C.E. Hooper, Inc. Chairman: Melva Chesrown. Price (including tax and tip): $3.75 for members; $4.00 for guests (members may bring guests). Contact: The Fashion Group, CI. 7-3940. Publicity: Ruth Hammer Associates, EL. 5-7108.		
Thursday May 17 3:00 P.M. Cocktails	PREVIEW OF HOSTESS GOWNS BY JEAN DESSES	RAYMODES NEGLIGEES, INC. (105 MADISON AVENUE)	SHERRY-NETHERLAND CARNAVAL ROOM
	Raymodes will invite the press to a showing of the Fall collection of hostess gowns, designed exclusively for them by Jean Desses. (Note Change of Date). By invitation only. Publicity: Rosemary Sheehan, CI. 7-8060.		
Friday May 18 9:30 A.M.	PRESS PREVIEW OF FALL COLLECTION	HOUSE OF GALLAGHER MESH, INC.	17 WEST 45TH STREET SHOWROOM-10TH FLOOR
	Louise Barnes Gallagher will present the Fall collection of coats, suits, daytime and dinner dresses to the press. By invitation only. Trade showings, beginning Monday, June 4. By appointment; contact: PL. 7-1580. Publicity: Nona James, CH. 4-7658.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Friday May 18 3:30 P.M.	"HITS OF THE SEASON" ANNUAL FASHION SHOW	LABORATORY INSTITUTE OF MERCHANDISING	HOTEL McALPIN GRAND BALLROOM
	"Hits of the Season"--annual fashion show by the Laboratory Institute of Merchandising, Class of 1951. By invitation only. Contact: Frieda S. Curtis, CH. 4-5288.		
Saturday May 19 11:00 A.M.	SHOWING OF JUNIOR FASHIONS	NAMM'S (BROOKLYN)	2ND FLOOR
	Namm's will present Summer fashions for juniors. Open to public. Publicity: Susanna Davis, TR. 5-5700.		
Monday May 21 10:00 A.M. Breakfast	PRESS PREVIEW: FALL SUIT COLLECTION	BASS, LEVINE & BASS	530 SEVENTH AVENUE SHOWROOM
	Presentation to the press by Bass, Levine & Bass of the Fall suit collection. By invitation only. Publicity: Laura Benham, RE. 7-8230.		
Monday May 21 12:30 P.M. Luncheon	PREVIEW: 1951 LINGERIE & NEW BLOUSE COLLECTION	BARBIZON CORPORATION (475 FIFTH AVENUE)	HAMPSHIRE HOUSE COTTAGE
	Barbizon will present the 1951 collection of Fall lingerie, including slips, gowns, robes, pajamas and bed jackets; also, an introduction of a new blouse line at a luncheon for the press. By invitation only. Publicity: Wynne McGovern, MU. 4-5720.		
Monday May 21 3:00 P.M. Cocktails	PRESS PREVIEW OF FALL SPORTSWEAR	CIRO SPORTSWEAR	530 SEVENTH AVENUE SHOWROOM-4TH FLOOR
	Ciro Sportswear will present their Fall collection to the press at 3:00 P.M. By invitation only. Showing for resident buyers on Thursday, May 24 at 3:00 P.M. Contact: Emily Ryon, CH. 4-6851.		
Tuesday May 22 9:00 A.M. Breakfast	BREAKFAST PREVIEW OF FALL SPORTSWEAR	MASKET BROTHERS	498 SEVENTH AVENUE SHOWROOM-9TH FLOOR
	Showing of Raissa Masket's Fall Sportswear collection of "Inseparables". By invitation only. Publicity: Sidney Dee Bloeme, JU. 6-4490.		
Tuesday May 22 2:30 P.M.	PREVIEW: FALL COAT & SUIT COLLECTION	SEYMOUR FOX	512 SEVENTH AVENUE SHOWROOM-34TH FLOOR
	"Paris In New York"--press preview of coats and suits for Fall, designed by Seymour Fox. By invitation. Trade showings, beginning Tuesday, June 5, at 10:00 A.M. Publicity: Ann R. Silver Associates, MU. 7-8654.		
Tuesday May 22 3:30 P.M. Cocktails	PRESS PREVIEW OF FALL SPORTSWEAR	DREWYN, LTD.	1400 BROADWAY SHOWROOM-34TH FLOOR
	Lotte of Drewyn's collection of "Creative Sportswear" for Fall. By invitation only. Contact: Sidney Dee Bloeme, JU. 6-4490.		
Tuesday May 22 4:00 P.M.	PRESS & TRADE PREVIEW: FALL & WINTER FURS	CHRISTIAN DIOR- NEW YORK, INC.	730 FIFTH AVENUE SALON
	The press and trade will be invited to a preview of the Christian Dior-New York collection of Fall and Winter Furs. By invitation only. Contact: Edward Wagner, PL. 7-2024 or LA. 4-4432.		
Tuesday May 22 5:00 P.M. Cocktails	"BLUE GRASS" PARTY FOR THE PRESS	ELIZABETH ARDEN	ST. REGIS HOTEL ROOF
	Elizabeth Arden will invite the press to her annual "Blue Grass" party. By invitation only. Publicity: Rasponi Associates, TE. 8-8171.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday May 22 6:30 P.M. Dinner	BACK-TO-SCHOOL FALL FASHION SHOW	INFANTS', CHILDREN'S & TEENS' WEAR BUYERS' ASSN.	HOTEL STATLER GRAND BALLROOM
	The Infants', Children's and Teens' Wear Buyers Association back-to-school Fall fashion show. Tickets: $10.00. Contact: Cecilia Cooper, BR. 9-9624. Press by invitation. Publicity: Eleanor Kairalla Agency, MU. 8-1172.		
Wednesday May 23 9:00 A.M. And 10:15 A.M. Breakfast	PREVIEW: FALL LINGERIE & CHILDREN'S APPAREL	THE WILLIAM CARTER COMPANY	100 PARK AVENUE SHOWROOM
	Press showing of Carter's Fall negligees, gowns and slips, designed for juniors, misses and women, at an informal breakfast at 9:00 A.M. Preview of underwear, sleepwear, and specially designed knit fashions by Carter for infants and children at 10:15 A.M. By invitation only. Contact: Helen D. Leaf of Batten, Barton, Durstine & Osborn, Inc., EL. 5-5800.		
Wednesday May 23 10:00 A.M. Breakfast	PRESS SHOWING OF FALL COLLECTION	PLATTRY COUNTRY WEAR	498 SEVENTH AVENUE SHOWROOM-4TH FLOOR
	Greta Plattry will present her collection of Fall fashions, featuring separates for college, career and country wear, at a breakfast in her new showroom. By invitation only. Contact: Fred Corens, PE. 6-8680.		
Wednesday May 23 12:00 Noon Luncheon	PRESS PREVIEW OF NEW FALL ROBE LINE	BOTANY MILLS, INC.	16 WEST 46TH STREET DISPLAY ROOMS
	Press and trade preview of the newly designed Botany Robes Fall collection. Show at 1:15 P.M. By invitation. Contact: Helen Kapeller, LU. 2-1000.		
Wednesday May 23 2:30 P.M.	PREVIEW: FALL COATS & SUITS BY JEAN DESSES	I.M. BAGEDONOW, INC.	533 SEVENTH AVENUE SHOWROOM-6TH FLOOR
	Press preview of the new collection of Fall coats and suits, designed by Jean Desses for I.M. Bagedonow. By invitation only. Bagedonow Contact: Sylvia Bernstein, LO. 4-0247. Desses Publ.: Rosemary Sheehan, CI.7-8060.		
Wednesday May 23 2:30 P.M.	SHOWING OF SUMMER SPORTSWEAR FASHIONS	L. BAMBERGER & CO.	3RD FLOOR
	Bamberger's will present Summer sportswear fashions. Open to public. Publicity: Bert Adams or John von Arnold, Market 2-1212.		
Wednesday May 23 4:00 P.M. Cocktails	"TOGEROY, U.S.A.": FALL FASHIONS IN CORDUROY	BERNSIDE MILLS	HOTEL PIERRE GRAND BALLROOM
	Bernside Mills will invite the press, retailers and buying offices to a comprehensive showing of back-to-school, college, and early Fall fashions in Togeroy (corduroy). Staging by Tom Lee. By invitation only. Fashion Director and Publicity: Rose Hilton, MU. 5-5133.		
Thursday May 24 10:00 A.M. Clinic; 12:30 P.M. Luncheon	ANNUAL FASHION CLINIC & EXHIBIT	PARENTS' MAGAZINE (52 VANDERBILT AVE.)	HOTEL ASTOR GRAND BALLROOM
	The 1951 Parents' Magazine "Fall Fashion Clinic", with an exhibit of fabrics and fashions, from the August and September issues; also, a presentation of back-to-school fashions for children, girls, boys and small teens. Director: Mrs. Beryl Tucker. Press by invitation. Tickets: $5.00-$12.50. Contact: Monroe E. Michels, MU. 5-4400.		
Thursday May 24 10:30 A.M.; 2:30 P.M.	FALL SHOWING: TOWN & COUNTRY COLLECTION	EDWARD I. SCHAINMAN	1384 BROADWAY SHOWROOM-9TH FLOOR
	Fall suits, coats and sportswear, designed by Robert Bart for Edward I. Schainman. By invitation. Publ.: Elaine Kramer, LO. 3-3732.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Thursday May 24 11:00 A.M. Buffet	PRESS SHOWING OF ADVANCE FALL HATS	FRANCES & WALTER NELKIN	15 WEST 39TH STREET SALON
	First press showing by Frances and Walter Nelkin, showing their advance Fall millinery. By invitation only. Publicity: Maud G. Moody, LE.2-4049.		
Thursday May 24 11:30 A.M. Luncheon	PRESS PREVIEW OF FALL COLLECTION	HANNAH TROY	HAMPSHIRE HOUSE COTTAGE
	Hannah Troy will present her Fall collection to the press at 11:30 A.M., to be followed by luncheon. By invitation only. Publicity: Gladys Steiner, Lester Harrison, Inc., MU. 9-1630.		
Thursday May 24 2:30 P.M.	OPENING OF FALL COLLECTION	MARIA KRUM	41 WEST 56TH STREET SALON
	Maria Krum will present her Fall collection to the trade, beginning Thursday, May 24 at 2:30 P.M. Contact: CI. 7-3060. Publicity: Eleanor Lambert, MU. 8-2130.		
Thursday May 24 3:30 P.M.	PRESS PREVIEW OF FALL COLLECTION	ARNOLD & FOX, INC.	530 SEVENTH AVENUE SHOWROOM-10TH FLOOR
	Arnold & Fox will present a collection of Fall cocktail dresses and suits for afternoon and evening, designed by Miguel Dorian. By invitation only. Showings to the trade at 3:30 P.M., daily, June 5, 6, 7, 12, and 13. Contact: CH. 4-3916. Publ.: Pauline Greene, Esmond & Dore, Inc., MU. 7-8297.		
Monday May 28 10:30 A.M.	PREVIEW OF FALL SEPARATES COLLECTION	DELPHI MANUFACTURING CO.	1370 BROADWAY SHOWROOM-15TH FLOOR
	Fall sportswear collection, designed by Lisa Hahn for Delphi Manufacturing Co., with emphasis on separates. By invitation only. Trade showings at 10:30 A.M., beginning Monday, June 4. Publ.: Mildred Kaldor, MU. 9-5420.		
Tuesday May 29 10:00 A.M. Coffee	PRESS PREVIEW: STOLES, SCARVES, HANDKERCHIEFS	CAROL STANLEY	10 EAST 38TH STREET SHOWROOM
	Stanley Herzman will present the Fall and Winter line of stoles, scarves and handkerchiefs to the press. By invitation only. Publicity: Ruth Hammer Associates, EL. 5-7108.		
Tuesday May 29 12:30 P.M. Luncheon	PRESS PREVIEW: FALL & WINTER FUR COLLECTION	RITTER BROS., INC.	HOTEL PIERRE COTILLION ROOM
	The Fall and Winter collections of furs will be presented to the press by Leo Ritter. Showing promptly at 1:00 P.M. By invitation only. Publicity: Ruth Hammer Associates, EL. 5-7108.		
May 30	MEMORIAL DAY--Legal Holiday (Wednesday).		
Thursday May 31 3:00 P.M. Cocktails	PRESS & TRADE PREVIEW: FALL DRESS COLLECTION	DONALD DRESS, INC.	530 SEVENTH AVENUE SHOWROOM
	Donald Dress will present the Fall collection of "dusk-to-dawn" dresses to the press and trade. By invitation only. Daily trade showings, beginning Monday, June 4 at 10:30 A.M.; 1:00 P.M. (with luncheon): 2:30 P.M. and 4:00 P.M. Contact: LO. 5-0525.		
Thursday May 31 4:00 P.M.	PRIVATE FALL PREVIEW FOR BUYING OFFICES	HORWITZ & DUBERMAN	498 SEVENTH AVENUE SHOWROOM-9TH FLOOR
	Buying offices will be invited to a private preview of the Fall collection of Horwitz & Duberman. By invitation only. Trade showings at 10:30 A.M. and 2:30 P.M. daily, beginning Tuesday, June 5. Contact: William Durland, LO. 4-1860.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Monday June 4 10:30 A.M.	PREVIEW OF FALL AND WINTER FUR COLLECTION	FREDRICA FURS (SCHWARTZ & BLUESTEIN)	345 SEVENTH AVENUE SHOWROOM-16TH FLOOR
	Fredrica Furs (Arthur Schwartz, designer) Fall and Winter collection will be presented to the press. By invitation only. Trade showings, beginning Tuesday, June 5 at 10:00 A.M. By appointment. Contact: CH. 4-8685. Publicity: Mildred Kaldor, MU. 9-5420.		
Monday June 4 2:30 P.M.	BONNIE CASHIN'S FALL COLLECTION	ADLER & ADLER	550 SEVENTH AVENUE SHOWROOM-20TH FLOOR
	Press preview of Bonnie Cashin's Fall collection, designed for Adler & Adler. By invitation only. Trade showings, Tuesday, June 5 at 10:30 A.M., and daily thereafter. Publicity: Ruth Hammer Associates, EL. 5-7108.		
Monday June 4 4:00 P.M. Champagne	PRESS PREVIEW: FALL DRESS COLLECTION	RUDOLF GOWNS	530 SEVENTH AVENUE SHOWROOM-12TH FLOOR
	Presentation to the press of the Rudolf Gowns collection of cocktail, dinner and evening dresses for Fall. By invitation only. Showings to the trade, beginning Wednesday, June 6, at 1:00 P.M. and 4:00 P.M. daily. Contact: Robert Macrae, WI. 7-6865. Publicity: Eleanor Kairalla, MU. 8-1172.		
Beginning Monday June 4	OPENING OF FALL SPORTSWEAR LINES	THE SPORTSWEAR GUILD	MANUFACTURERS' SHOWROOMS
	Members of The Sportswear Guild include:		
	ADLER & ADLER	KANE-WEILL	ZOLTAN ROSENBERG
	DAVIDOW	MUTUAL ROSENBLOOM	SPORT-CRAFT, INC.
	DAVID M. GOODSTEIN, INC.	CHARLES NUDELMAN	STAR-MAID DRESSES
Beginning Monday June 4	FOGA TO SHOW FALL LINES	FASHION ORIGINATORS' GUILD OF AMERICA	MANUFACTURERS' SHOWROOMS
	Members of the Fashion Originators' Guild of America include:		
	LARRY L. ALDRICH CO.	GRABOIS	PAUL PARNES CORP.
	HANSEN BANG, INC.	FRED GREENBERG DRESS CO.	PARNIS-LIVINGSTON
	BEN BARRACK, INC.	JOSEPH HALPERT, INC.	BEN REIG, INC.
	CAPRI FROCKS, INC.	HORWITZ & DUBERMAN	RUDOLF GOWNS
	DEITSCH, WERSBA & COPPOLA	INTERNATIONAL DRESS CO.	MARTIN SIMON, INC.
	ELFREDA, INC.	JUNIOR LEAGUE FROCKS CO.	HERBERT SONDHEIM
	BEN J. GAM, INC.	NAT KAPLAN, INC.	FRANK STARR, INC.
	ED GERRICK, INC.	DAVID LEVINE CO.	SUZANNE-AUGUSTINE
	A. GOODMAN & CO., INC.	MILMONT GOWNS CO.	TALMACK, INC.
		NATHAN-STRONG, INC.	HANNAH TROY, INC.
	Contact: Leonard W. Gendler, Executive Secretary, CH. 4-6945.		
Beginning Monday June 4	OPENING OF FALL COLLECTION	A. GOODMAN & CO., INC.	530 SEVENTH AVENUE SHOWROOM-17TH FLOOR
	Presentation to the trade of A. Goodman's dress collection for Fall, at 10:30 A.M. and 1:30 P.M. daily. Contact: Al Bedine, WI. 7-4077. Publicity: Viola Shefer, PL. 3-3173.		
Beginning Monday June 4- June 15	PREVIEW OF FALL FASHIONS FROM "CHARM"	CHARM MAGAZINE	1384 BROADWAY SHOWROOM-20TH FLOOR
	"Charm" Magazine's Fall fashions for women who work, from the August and September issues, which have one theme: "Clothes That Work Wonders--For You And Your Paycheck". Showings daily at 9:00 A.M., 10:00 A.M., 11:00 A.M., and 12:00 Noon, for stores and buying offices. Contact: Estelle Ellis, Promotion Director, PL. 9-2080.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday June 5 9:30 A.M. And 2:30 P.M.	FIFTEENTH ANNUAL COLLEGE CLINIC	MADEMOISELLE MAGAZINE	HOTEL ROOSEVELT BALLROOM
	"Mademoiselle's" 15th Annual College Clinic, a preview of fashions from the August College issue. By invitation only, for Mlle's official tie-in stores. Contact: Wilma Libman Bell, Promotion Director, PL. 9-2080.		
Tuesday June 5 11:00 A.M.	PREVIEW: FALL COLLECTION DESIGNED BY BRIGANCE	FRANK GALLANT, INC.	205 W. 39TH STREET SHOWROOM-5TH FLOOR
	Press preview of Fall coat and suit collection, designed by Brigance of Frank Gallant. By invitation only. Beginning Wednesday, June 6, at 10:30 A.M. and 2:30 P.M., there will be daily trade showings of the Frank Gallant collection, including the group of clothes by Brigance. Contact: Herbert Gallant, LA. 4-7286.		
Tuesday June 5 4:00 P.M. Champagne	CUSTOM FURS BY RALPH MARANO	RUSSEKS FIFTH AVENUE	9TH FLOOR DESIGN STUDIO
	Annual Pink Champagne party, with a showing of Fall and Winter furs, designed by Ralph Marano for Russeks wholesale fur department. By invitation only. Publicity: Miriam Lenzen, WI. 7-1900.		
Tuesday June 5 4:30 P.M. Cocktails	PREVIEW OF "GLAMOUR'S" SEPTEMBER CAREER ISSUE	GLAMOUR MAGAZINE	HOTEL PIERRE GRAND BALLROOM
	Annual fashion show and preview of "Glamour" Magazine's September 1951 career issue, and announcement of the winners of the "Glamour" survey, "Ten Girls With Taste". Tickets limited to "Glamour" tie-in stores and buying offices. Contact: Nina R. Kyle or Mary Joan Finley, LE. 2-7500.		
Tuesday June 5 4:30 P.M. Cocktails	PRESS & TRADE SHOWING: FALL COLLECTION	NORBERT JAY	HOTEL PLAZA WHITE & GOLD SUITE
	Presentation to the press and trade of the Fall collection by Norbert Jay. By invitation only. Publicity: Mildred Kaldor, MU. 9-5420.		
Beginning Tuesday June 5	OPENING OF FALL COLLECTION	ADELE SIMPSON	530 SEVENTH AVENUE SHOWROOM-23RD FLOOR
	Adele Simpson will present her complete collection of suits and dresses for Fall. Daily showings to the trade will be presented at 10:00 A.M., beginning Tuesday, June 5. By reservation only. Contact: George Gaskin, LA. 4-7626.		
Wednesday June 6 3:00 P.M. Cocktails	PRESS PREVIEW OF FALL COLLECTION	PATTULLO-JO COPELAND	498 SEVENTH AVENUE SHOWROOM-14TH FLOOR
	Preview of the Pattullo-Jo Copeland collection for Fall. By invitation only. Trade opening, Monday, June 11, at 10:30 A.M. By appointment. Contact: Sam Cohen, LO. 3-5650. Publicity: Eleanor Lambert, MU. 8-2130.		
Wednesday June 6 4:00 P.M. Cocktails	PRIVATE SHOWING FOR FASHION PRESS	THE McMULLEN CO., INC.	475 FIFTH AVENUE SHOWROOM-4TH FLOOR
	The McMullen Company's press preview of their Fall sportswear fashions. By invitation only. Contact: MU. 3-9560.		
Wednesday June 6 4:00 P.M.- 7:00 P.M. Cocktails	ELEVENTH ANNUAL SEWING CONTEST & FASHION SHOW	NATIONAL NEEDLECRAFT BUREAU	WALDORF-ASTORIA SERT ROOM
	Prize-winning home-sewn garments, made by non-professional dressmakers, will be modeled at a fashion show. By invitation. Publ.: Grace Turner, Win Nathanson & Associates, Inc., MU. 2-6560.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Beginning Wednesday June 6	OPENING OF FALL BLOUSE & SEPARATES COLLECTION	DOREEN ORIGINALS, INC.	533 SEVENTH AVENUE SHOWROOM-11TH FLOOR
	Presentation to the press and trade, at continuous daily showings, of Miss Doreen's Fall collection of blouses and coordinated separates for day and evening wear. Contact: WI. 7-0064. Publicity: Thal Spitzer, LO. 5-2674.		
Thursday June 7 9:30 A.M. Breakfast	PRESS PREVIEW OF FALL COLLECTION	JANICE MILAN, INC.	498 SEVENTH AVENUE SHOWROOM-15TH FLOOR
	Presentation of Janice Milan's Fall sportswear collection, designed by Selig Sidney. By invitation only. Contact: Judith Sidney, LO. 4-7940.		
Thursday June 7 12:00 Noon Luncheon	FALL DRESS COLLECTION AT PREVIEW FOR PRESS	ANNA MILLER, INC.	498 SEVENTH AVENUE SHOWROOM-17TH FLOOR
	The press will be invited to a luncheon and preview of the Fall dress collection by Anna Miller. By invitation only. Showings to the trade beginning Monday, June 11 at 2:30 P.M.; Tuesday, June 12 at 10:30 A.M. and 2:30 P.M.; and daily thereafter at 2:30 P.M. Contact: Dorothy Lambert of Anna Miller, CH. 4-3966.		
Thursday June 7 3:30 P.M. Cocktails	PRESS SHOWING OF FALL FOUNDATIONS	ARTISTIC FOUNDATIONS-- FLEXEES	417 FIFTH AVENUE SHOWROOM--6TH FLOOR
	The press will be invited to a showing of Flexees foundations for Fall by Artistic Foundations, Inc. By invitation. Publ.: Sandra Kahn, MU. 9-2100.		
Thursday June 7 4:30 P.M.- 6:30 P.M. Champagne	PRESS & TRADE PREVIEW BY NEW DESIGNER	LAWRENCE GAINES	43 WEST 54TH STREET SALON
	Lawrence Gaines will give a Champagne Party for press and buyers, presenting his original couturier designs for Fall in suits, dresses, and ensembles. By invitation only. Publicity: Hilda Kassell, PL. 9-2917.		
Friday June 8 11:00 A.M.	PRESS SHOWING OF FALL COLLECTION	B. H. WRAGGE	550 SEVENTH AVENUE SHOWROOM-9TH FLOOR
	Presentation to the press of the Fall collection by B. H. Wragge. By invitation only. Publicity: Molly Porter, WI. 7-4968.		
Friday June 8 3:30 P.M.	PRESS & TRADE PREVIEW OF RABBIT FUR FASHIONS	UNITED RABBIT DRESSERS, INC.	ZIEGFELD THEATRE 6TH AVE. & 54TH ST.
	Press and trade will be invited to a showing of a new group of fashions in rabbit fur, including costumes by leading designers of furs, sportswear, coats, suits, millinery, and accessories. Showing promptly at 4:00 P.M. By invitation only. Fashion Director and Publicity: Doris A. Weston, Fashion Counselors, PL. 9-5844.		
Sunday June 10 9:00 P.M.	SHOWING OF FASHIONS FROM AMERICAN THEATRE	SOCIETY OF NEW YORK DRESS DESIGNERS, INC.	46TH STREET THEATRE 266 WEST 46TH STREET
	The Society of New York Dress Designers, in cooperation with the Council of the Living Theatre, will present dresses, based on originals and modifications, featured in American theatrical productions in the past two centuries. Press by invitation. Tickets: $10.00. Contact: Belle Burke, LA. 4-7950.		
Postponed June 11	BEATRICE-MARTIN'S PRESS PREVIEW, ORIGINALLY SCHEDULED FOR MON., JUNE 11, AT 11:00 A.M., HAS BEEN POSTPONED TO THURS., JUNE 21. (See Page 11).		
Monday June 11 2:30 P.M.	PRESS PREVIEW OF FALL & WINTER FURS	MAXIMILIAN	20 WEST 57TH STREET SALON
	By invitation only. Publ.: Rosemary Sheehan, CI. 7-8060.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Monday June 11 4:00 P.M. Cocktails	PRESS & TRADE PREVIEW: FALL LINGERIE COLLECTION	CORURA LINGERIE, INC. (185 MADISON AVENUE)	HOTEL AMBASSADOR TRIANON ROOM
	The press and trade will be invited to a cocktail showing of Colura's Fall collection of lingerie, designed by Myrtle Mayfield. By invitation only. Publicity: Doris A. Weston, Fashion Counselors, PL. 9-5844.		
Tuesday June 12 9:15 A.M. Breakfast	FALL COLLECTION AT PRESS & TRADE PREVIEW	GOODLYNE (1400 BROADWAY)	HOTEL STATLER SKYTOP ROOM
	The press and trade will be invited to a breakfast preview of Goodlyne's Fall collection, designed by Flo Schwartz. By invitation only. Publicity: Mildred Kaldor, MU. 9-5420.		
Tuesday June 12 4:00 P.M. Tea	ADVANCE FALL MILLINERY FASHIONS	MILLINERY CREATORS GUILD	ST. REGIS HOTEL ROOF
	The Millinery Creators Guild will present Advance Fall hats by the following eight members: Bernice Charles; Harryson Hats; G. Howard Hodge; Edgar J. Lorie; Milgrim Hats; Germaine Montabert; Jeanne Tete; and Vogue Hats. By invitation only. Publicity: Maud G. Moody, LE. 2-4049.		
Cancelled June 12	SCHIAPARELLI COUTURE LINGERIE, FALL PREMIERE FOR PRESS AND TRADE, ORIGINALLY SCHEDULED FOR TUESDAY, JUNE 12, AT 4:00 P.M., HAS BEEN CANCELLED.		
Tuesday June 12 4:30 P.M. Cocktails	PRESS & TRADE PREVIEW OF FALL COLLECTION	GINSBURG & ABELSON (1400 BROADWAY)	PARK LANE HOTEL PARK AVE. & 48TH ST.
	Ginsburg & Abelson will present their Fall collection of Young Viewpoint fashions at a cocktail party for the press and trade. By invitation only. Contact: Betty Abelson, CH. 4-4131.		
Wednesday June 13 11:00 A.M. Luncheon; 4:00 P.M. Trade	PREVIEW OF NEW FOUNDATION COLLECTION	LILY OF FRANCE	417 FIFTH AVENUE SHOWROOM
	Presentation to the press and trade of Mme. Marie-Rose Leibigot's new collection of foundations, designed and made in Paris for Lily of France. Show will be followed by luncheon. By invitation only. Trade showing at 4:00 P.M. Publicity: Eleanor Lambert, MU. 8-2130.		
Wednesday June 13 4:00 P.M. Tea	PRESS & TRADE SHOWING OF FALL COLLECTION	EMILY WILKENS (530 SEVENTH AVENUE)	PARK LANE HOTEL PARK AVE. & 48TH ST.
	Emily Wilkens, sponsored by Reich-Goldfarb, Inc., will present her Fall 1951 collection at a preview for press and trade, in the Crystal Ballroom of the Park Lane Hotel. By invitation only. Contact at Reich-Goldfarb: Barbara Banks, WI. 7-5374. Contact for press: Eleanor Lambert, MU. 8-2130.		
Thursday June 14 12:00 Noon Luncheon	100TH ANNIVERSARY OF SINGER SEWING MACHINES	SINGER MANUFACTURING CO. SINGER SEWING MACHINE CO.	HOTEL PLAZA GRAND BALLROOM
	One hundred years of leadership in the manufacture of sewing machines for the home and industry will be presented to the press by Singer. There will be educational, international and industrial exhibits in the Terrace Room. Luncheon in Grand Ballroom. By invitation only. Contact: Anne Cunningham, Young & Rubicam, MU. 9-5000.		
Thursday June 14 3:30 P.M. Cocktails	PRESS PREVIEW OF FALL COLLECTIONS	LUXITE LINGERIE-HOLEPROOF HOSIERY	HOTEL ROOSEVELT GRAND BALLROOM
	"The Affairs of Fashion", presentation of the Fall collections of Luxite Lingerie and Holeproof Hosiery at a cocktail party for the press. By invitation only. Publ.: Nona James, CH. 4-7658.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Thursday June 14 7:00 P.M. Dinner	PARIS-INSPIRED BLOUSES AT FASHION SHOWING	NATIONAL ASS'N OF BLOUSE MANUFACTURERS	WALDORF-ASTORIA GRAND BALLROOM

The National Association of Blouse Manufacturers will present a showing of Paris-inspired blouses for Fall. The Paris blouse originals, from the collections of Balenciaga, Balmain, Desses, Dior, Fath, Gres, Griffe, Lemarchand, Patou and Piguet, will be modelled, along with the American adaptations. Show at 9:00 P.M. Tickets: $25.00; contact: LO. 5-4264. Publicity: Eleanor Kairalla Agency, MU. 8-1172.

Tuesday June 19 11:30 A.M. Aperitif; Luncheon	PRESS PREVIEW OF FUR COLLECTION	BERNHAM-STEIN	660 FIFTH AVENUE SALON

Bernham-Stein will present their Advance Fall and Winter Haute Couture fur collection. Showing at 11:30 A.M., followed by luncheon. By invitation only. Publicity: Viola Shefer, PL. 3-3173.

Wednesday June 20 11:00 A.M. Cocktails	PRESS SHOWING OF SUN GLASSES	L. J. HOUZE CONVEX GLASS CO.	PLACE TO BE ANNOUNCED

"Sun Glasses On Parade"--preview of sun glasses, coordinated with new fashions, to emphasize the beauty and fashion aspects of the glasses. Show will be followed by luncheon. By invitation only. Publicity: Gar Schmitt, Hill & Knowlton, LA. 4-1420.

Wednesday June 20 12:15 P.M. Luncheon	READY-TO-WEAR DIVISION LUNCHEON MEETING	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL ASTOR BALLROOM

The Ready-To-Wear Division of The Fashion Group will hold a luncheon meeting. More details later. Chairman: Gwen Randolph. Price (including tax and tip): $4.75 for members; $5.00 for guests (one per member). Contact: The Fashion Group, CI. 7-3940. Publ.: Ruth Hammer Assoc.,EL. 5-7108.

Wednesday June 20 4:00 P.M.-7:00 P.M. Cocktails	LA TAUSCA SEMI-ANNUAL FASHION PRESENTATION	THE HOUSE OF HELLER	HOTEL PIERRE GRAND BALLROOM

The House of Heller will present its semi-annual fashion show, featuring the Fall collection of La Tausca simulated pearls. Showing at 5:00 P.M. Commentator: Helen Faith Keane. Fashion Coordinator: Ruth Lerner. By invitation only. Publicity: Eleanor Lambert, MU. 8-2130.

Thursday June 21 11:00 A.M.	PREVIEW OF FALL HATS AT HOUSE-WARMING	BEATRICE-MARTIN	16 WEST 57TH STREET SALON

Beatrice-Martin will invite the press to a preview of her Fall millinery collection and house-warming in her new salon. (Note Change of Date). By invitation only. Publicity: Maud G. Moody, LE. 2-4049.

Thursday June 21 12:30 P.M. Luncheon	SHOWING OF RIBBONS TO MAGAZINE EDITORS	THE RIBBON GUILD, INC.	WALDORF-ASTORIA FLAMINGO ROOM

Introduction of 1951 gift wrappings and decorations, demonstrating the versatility of ribbons, at a luncheon for magazine editors. By invitation only. Publicity: Drucella Lowrie, LO. 3-0853.

Tuesday June 26 7:00 P.M.	FALL HAT FASHION SHOW AND DINNER	MILLINERY STAB. COMM.; MILLINERY FASHION BUR.	HOTEL ASTOR GRAND BALLROOM

The semi-annual millinery fashion show and dinner for buyers, retailers and the fashion press. Publicity: Mary Kelley, LO. 4-7800.

THEATRE PAGE WILL BE RESUMED AS SOON AS SPACE IS AVAILABLE.